



2023–26 Arts & Culture Strategy – Engagement Snapshot

February – August 2022



About

To discover what is most important to the community for creative arts and culture, we ran an extensive community engagement program with creative organisations and practitioners that live, work and present in Stonnington.

Valuable insights were drawn from surveys, interviews and focus groups as well as existing Council plans and data, and initial insights were tested with the community through a further survey.

How we engaged

- › Online surveys
- › Interviews
- › Targeted focus groups

Engagement participation



56

Surveys completed



10+

Interviews conducted



22

People attended targeted focus groups

Additional insights



Review of consultation data from recent community engagement initiatives for the draft *Place-Led Economic Development Strategy 2022–2026*, the draft *Libraries 2030 Strategic Framework* and *Future Stonnington* comprising the *Council Plan 2021–25* and *Community Vision 2040*.



Review of 2018–2022 post-event customer survey data from signature events such as Roola Boola, Glow Winter Arts Festival, Sunset Sounds, Stonnington Jazz and Pets in the Park.



unsatisfied

highly satisfied

Over 5 years, between 2018 to 2022, a total of **2,938** survey respondents indicated they were **satisfied** or **highly satisfied** with City of Stonnington's events.

Survey participants



60%

Live in Stonnington



24%

Regular visitors



35–44 age group

Greatest number of responses



66%

Responses received were from women

What we learned



Priority No. 1

Deliver high quality, innovative experiences that ensure access, diversity and inclusion



84%

Would like to be a more active participant in Stonnington's arts and cultural activities



55%

Think the Strategy should include goals to offer more opportunities for our creative sector through access to spaces, greater promotion, creative grants, and partnerships.



94%

Indicated that events are **very** or **extremely important**.

Further learnings

- » Festivals and events are highly valued by our community.
- » The diversity of arts and culture in Stonnington is appreciated.
- » The community wants a safe environment, with access to everything locally.
- » Prahran Square is valued as a community and cultural destination.
- » Council is seen as proactive and supportive of the arts, culture and creative industries.
- » Chapel Off Chapel is considered one of Victoria's leading performing arts venues.
- » There is a need for studio/rehearsal spaces and arts-based professional development.
- » Greater promotion of arts and cultural experiences and opportunities is needed.

Key themes arising from research and consultation

Opportunities
DIVERSITY **VALUE**
Prahran Square
Sustainability *Chapel Off Chapel* LOCAL
SAFETY Experiences **LEADER**
ACCESSIBLE PROACTIVITY
Supportive **CREATIVE**